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Written by Josh Greenberg, From Betamax to Blockbuster: Video Stores and the Invention of Movies on Video is a very accessible and easy to read history of two decades or so of a ubiquitous household product. What is really interesting about Greenberg's treatment is the emphasis, not on the technology, but on the social context for its adoption.

From Betamax to Blockbuster: Video Stores and the ...

In From Betamax to Blockbuster, Joshua Greenberg explains how the combination of neighborhood video stores and the VCR created a world in which movies became tangible consumer goods. Greenberg charts a trajectory from early "videophile" communities to the rise of the video store, complete with theater marquee lights, movie posters, popcorn, and clerks who offered expert advice on which movies to rent.

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From Betamax to Blockbuster | The MIT Press

Greenberg J M 2010 *From Betamax to Blockbuster Video Stores and the Invention of Movies on Video* Inside Technology 101 at Beaconhouse School-Qasimabad Hyderabad

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From Betamax To Blockbuster: Video Stores And Invention Of ...

As Josh Greenberg recounts in his book “ *From Betamax to Blockbuster*, ” Sony initially marketed home video technology around the recording features, billing its Betamax players as “ time shifting ” ...

Who really killed Blockbuster? | Retail Dive

FROM BETAMAX TO BLOCKBUSTER: VIDEO STORES AND INVENTION OF MOVIES ON VIDEO (INSIDE TECHNOLOGY) By Joshua M. Greenberg - Hardcover.

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Blockbuster, officially Blockbuster LLC and also known as Blockbuster Video, was an American-based provider of home movie and video game rental services. Services were offered primarily at video rental shops, but later alternatives included DVD-by-mail, streaming, video on demand, and cinema theater. Previously operated by Blockbuster Entertainment, Inc., the company expanded internationally ...

Blockbuster LLC - Wikipedia

By Joshua M. Greenberg, ISBN: 9780262514996, Paperback. Bulk books at wholesale prices. Free Shipping & Price Match Guarantee

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By the late 2010s, the video store was largely seen as a relic (at least in areas of the country without a nearby Family Video). In 2019, a franchise Blockbuster in Bend, Oregon, became the last ...

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